

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 SP-02 ICA-20 AID-05 NSC-05

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FM AMEMBASSY LONDON

TO SECSTATE WASHDC PRIORITY 5345

UNCLAS LONDON 06192

E.O. 11652: N/A

TAGS: BEXP, AODE, UK

SUBJECT: PROPOSED INTERNATIONAL MARKETING CENTER

REF: (A) STATE 94729; (B) LONDON 5026 AND PREVIOUS

1. WE AGREE THAT AN INTERNATIONAL MARKETING CENTER, FUNDED BY COMMERCE, IS AN APPROPRIATE REPLACEMENT FOR THE LONDON TRADE CENTER. THE EMBASSY WOULD NEED TO HOLD DISCUSSIONS WITH THOSE IN COMMERCE CONCERNED WITH IMC OPERATIONS AND THE TRADE CENTER DIRECTOR, CURRENTLY IN WASHINGTON, TO ASCERTAIN WHICH OF THE CURRENT TRADE CENTER POSITIONS SHOULD BE RETAINED FOR THE IMC FACILITY. IN ANY EVENT THE EMBASSY WILL ASSURE THAT THOSE TRADE CENTER EMPLOYEES NOT RETAINED WILL BE GIVEN THE OPPORTUNITY TO FILL VACANCIES ELSEWHERE IN THE MISSION.

2. WE BELIEVE THAT LOCATION OF THE PROPOSED IMC IN CLOSE PROXIMITY WITH PERSONNEL ENGAGED IN OTHER TRADE PROMOTION ACTIVITIES AT THE EMBASSY IS VITAL TO OUR PLANS TO MAKE THE BEST USE OF AVAILABLE RESOURCES. THIS WILL AVOID DUPLICATION OF EFFORT AND INTRODUCE A GREATER DEGREE OF INTERACTION AND MUTUAL SUPPORT AMONG ALL ELEMENTS OF OUR MISSION PERSONNEL.

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3. LOCATION OF THE IMC PERSONNEL WITHIN THE CHANCERY SHOULD NOT INHIBIT THEIR OPERATIONAL EFFICIENCY, BUT, ON THE CONTRARY, SHOULD ENABLE THE CORE STAFF OF THE IMC TO BETTER DRAW UPON THE ENTIRE ECONOMIC/COMMERCIAL STAFF AND OTHER EMBASSY ELEMENTS TO SUPPORT ITS MARKET-ING EFFORTS. AS PREVIOUSLY INDICATED, WE ARE PREPARED

TO MAKE SPACE AVAILABLE WITHIN THE CHANCERY FOR FIRMS
TO INTRODUCE US PRODUCTS INTO THE UK MARKET IN ADDITION
TO THE MAJOR EFFORTS OF THE IMC IN THE INTERNATIONAL
EXHIBITIONS.

4. WE ALSO RECOGNIZE THAT THE CLOSING OF THE SEPARATE
U.S. TRAVEL SERVICE FACILITY WILL NOT ENTIRELY OBVIATE
THE NEED FOR CONTINUED SERVICING OF CERTAIN TYPES OF
TRAVEL INFORMATION REQUESTS. WE THUS ENVISION THE NEED
TO RETAIN FOR A LIMITED TIME SOME OF THE TRAVEL SERVICE
PERSONNEL TO HANDLE REACTIVE WORK AND THE PROGRAMS CUR-
RENTLY CONTRACTED OUT IN THE PRIVATE SECTOR TO PROMOTE
TRAVEL TO THE U.S. AGAIN, THESE PERSONNEL WOULD BE
ACCOMMODATED WITHIN THE CHANCERY.

STREATOR

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